

# Barcelona's Tourists Characterized from the Attitudinal Perspective

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## ABSTRACT

Attitudes represent tourists' values and guide their behavior. Due to the fact that attitudes are a mid-term between the abstractness of values and the specificity of behavior, attitudes can be a good tool to characterize Barcelona's visitors.

The present research study pursues to: A) identify the different types of tourists that visit the city of Barcelona based on tourists' travel attitudes; and B) to analyze their attitude towards Barcelona's attractions related to culture, authenticity and its price. The study has been conducted based on a sample of 258 cases of foreigners from the top five destinations that visit Barcelona. In order to identify the different typologies of tourists, the values segmentation model of Schwartz (2004) has been adapted to tourists' travel attitudes.

Despite the heterogeneity of tourists that visit Barcelona, the obtained results indicate that majority of visitors are more interested in entertainment than in culture. However, they are more motivated in authenticity than in notoriety or popular attractions. Pricewise, despite the increase in the last two years in hotel services, the destination is not perceived as an expensive city; Barcelona's level of prices will not have a negative impact on the development of its tourism industry.

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## **1. Introduction**

Market segmentation has become a key process in management practices and in the marketing strategy definition (Weinstein, 2014; Yankelovich & Meer, 2006; Dibb & Simkin, 2008; LaPlaca, 1997). The main functionality companies pursue when segmenting is the minimization of market heterogeneity by grouping customers that present similar needs, preferences and purchasing behaviors (Lambin, 2000; Kotler y Arsmtrong, 2003; McDonald & Dunbar, 2004). As a result of such process companies deal with a more homogeneous market so their strategy definition can be accurately defined (Lamberti and Noci, 2012) and their limited resources can be optimized (Fava, 2013).

Over the years, the tourism industry has evolved and nowadays includes a wide variety of products, services and experiences that aim to an even more diverse volume of potential customers (Trauer, Ryan, 2005; Turley, Milliman, 2000) The heterogeneity of supply and demand that characterizes the tourism industry highlights the need to understand the characteristics of each type of traveler and its implications on the tourism products and destinations requirements (Frochot & Morrison, 2001; Dolnicar & Griin, 2008; Füller & Matzler, 2008) Moreover, analyzing the different types of consumers that are likely to purchase each “product” of the industry is even higher than in other industries owing to an increasing competition in such diverse market.

Since the tourism industry has been increasingly influencing the global economy and has become the economic engine of many countries, research on the field has raised this last years. Despite of the progress made in this area, there is still an imperative need to define a segmentation model that assures a deeper comprehension of the different tourist’s profiles, with a view to broaden the tourism industry potential and to boost its growth.

## **2. Literature Review**

### **2.1. Segmentation Models in the Tourism Industry**

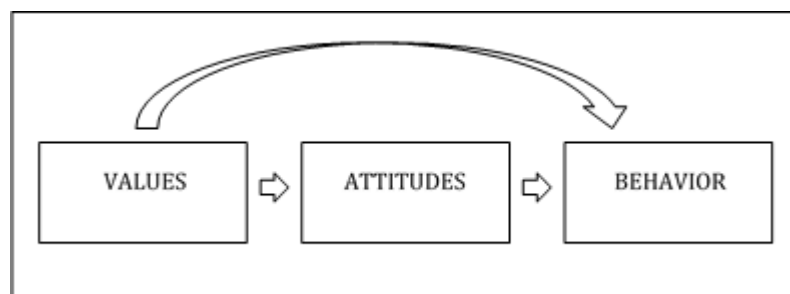
It does not exist a universal criterion to select the most suitable variables to develop customer segmentation (Kotler & Armstrong, 2003). Literature comprises different types of segmentation variables that have been used both separately and combined to define different types of markets. Traditionally, companies relied only on demographic traits such as gender, age and geographic location to group consumers. Notwithstanding that this model was useful for a long period of time, since the introduction of non-demographic criterion in 1964 by Yankelivich, practitioners and researchers have reviewed their segmentation approaches and have developed new

processes that take into consideration distinct variables. Yankelovich considered that values, tastes and preferences were greater influencers of customers' purchase intention than demographic variables (Yankelovich & Meer, 2006).

When reviewing literature in tourism segmentation, some researchers have based their models on demographic variables, but non-demographic variables have been considered to have a key role. The main non-demographic variables that are guiding the segmentation models are tourists' travel values (Madrigal, 1995); tourists' personality (Plog, 1974); tourists' travel motive and lifestyle (Bieger & Laesser, 2002; Ryan & Gledon, 1998; Matzler, Sauerwein & Heischmidt, (2003); Valls & Sureda, 2004); and tourists' behavior (Yiannakis & Gibson, 1992; Madrigal, 1995; Dolnicar & Grün, 2008).

## 2.2. The Values, Attitudes and Behavior Chain

In the literature review it has been noticed that exists a general acceptance of the relationship between peoples' values, attitudes and their behavior. (Hauser et al., 2013; Corraliza & Berenguer, 2000; McCarty & Shrum, 1994; Karp, 1996; Kamakura & Novak, 1992). In other words, people's behavior can be explained and predicted by analyzing their values and attitudes towards different situations.



**Figure 1**  
Relationship between values, attitudes and behavior

The value – attitude – behavior chain starts from a more abstract concept, values, to a mid-term between abstract and specific to end in a very specific concept, which is individual's behavior (Homer & Kahle, 1988). Each person structures its values in a hierarchical manner and weights them (Rokeach, 1973); such phenomenon has been analyzed by different academics and has also been used as a segmentation variable. Schwartz (2004) developed a model that structured personal values and that has become a reference and guiding principle for subsequent researches. He identified ten distinct types of values and grouped them in four groups: openness to change, self-transcendence, conservation and self-enhancement. Schwartz's model is not

exclusively designed for the tourism industry and tourists' profiling, but it has been used as model of reference for several researchers in the sector.

Attitude, defined as a predisposition or a tendency to respond positively or negatively towards a certain idea, object, person or situation, is generally accepted that such predisposition is influenced by individuals' personal values (Boer & Fischer, 2013). On the other hand, attitudes express an intention to act in a certain way, which represents an intended behavior (Ajzen, 2001). Several academics have implemented customer segmentation in the tourism industry based on the relationship between values and behavior; they have grouped consumers taking into consideration their personal values in order to predict their behavior and preference towards different tourism destinations (Daniel, Selim et Al, 2015). However, the attitudes variables have rarely been taking into consideration, and there have not been found models that intended to predict consumers' behavior based on their attitudes.

Customer behavior can be determined by the analysis of customer choices given a consumption occasion in a social context (Lambin, Schuiling, 2012); Allen and Ng. 1999). If such definition is adapted to the tourism industry it can be deduced that the analysis of tourist's choices can predict their future behavior and, consequently, their future travel preferences.

A wide variety of segmentation models have been designed based on that concept over years. Smith (1977) was one of the first's academics to cluster tourists taking into consideration their behavior; he identified seven tourists' profiles: explorers, elite tourists, offbeat tourists, unusual tourists, incipient mass tourists, mass tourists and charter tourists. Another academic of reference, Pearce (1992), identified four profiles: environmental travel, high contact travel, pleasure first travel and exploitative travel. A similar approach was made by Valls & Sureda (2004), the study was based on customers' lifestyles and eight European leisure styles were identified: hedonists, e-freaks, workaholics, social freaks, committed types, routine types, well-established types and passive types.

The relationship between the three concepts has been proved, but most studies are based exclusively on values or on behavior while attitudes are not currently used as segmentation criterion. Despite the usage of values and behavior as segmentation criterion has become a regular practice they present some limitations. On one side the identification of tourists' values offers valuable information but it might present difficulties in the data collecting process because it is based in abstract concepts, which can be difficult to identify and to express. On the other side behavior represents actions of tourists in certain situations, which are very specific and might be difficult to extrapolate to other situations and to deeply understand

tourists' profiles. Attitudes are considered to be a mid-term between the abstractness of values and the specificity of behavior variables, for that reason the analysis of tourists' attitudes towards travel attributes might be a good tool to segment them and obtain deeper information about each profile. For that reason developing a segmentation model based on tourists' attitudes would complement and offer a holistic view of tourist' typologies. The travel attitude analysis applied in tourism destinations would offer an alternative to provide more accurate information of the needs tourism destinations have to satisfy.

### **3. Research Objectives, Hypotheses and Methodology**

#### **3.1 Objectives**

This research intends to identify the different typologies of tourists that visit a certain destination based on the values-attitude-behavior chain as a characterization tool, focused in the two first elements of the chain. For the conduction of the study, the destination of Barcelona has been selected a) due to the fast evolution and strong growth that the tourism industry has recently experimented; and b) in this state of growth, values, attitudes and behaviors especially more easily show that in historic tourist towns, so make it a place of excellent research.

Barcelona is a destination that has experimented a strong tourism growth in recent years and, contrary to other popular destinations with similar volume of visitors, does not have a defined profile of visitors. Due to such fast growth tourists' attitudes and interests towards the destination are not clearly consolidated and makes Barcelona an excellent field of experimentation.

#### **3.2 Hypotheses**

Dwyer et al. settle the competitiveness of a destination is determined by price and non-price factors: "Overall destination competitiveness is determined by price and non-price factors" (Dwyer, Fotsyth and Rao: 2000:21). Such competitiveness is based on the capability of a destination to create value through better managing their attractions (Ritchie & Crouch, 2000). Due to the fact that Barcelona presents its value proposition based fundamentally on culture and authenticity (Gerència d'Empresa i Turisme, 2016), two of the chosen hypotheses are related to those attributes, and another one is related to price. As a consequence of the identification of Barcelona's tourists attitudes, further qualitative and quantitative will be available to predict their behavior and adjust the destinations' strategy and products.

For such purpose, three hypotheses have been settled related to the following attributes:

- Their attitude towards culture and entertainment offers
- Their attitude towards authentic and popular attractions
- Their perception among Barcelona's level of prices

During the last years, international recognition and strong growth in the number of tourists coming to the city has to do, on one hand, with cultural attractions, such as Modernism, Gaudí and a wide variety and quality of cultural activities. Furthermore, culture is considered to be the greatest attraction of touristic Spanish destinations (TourSpain (2007)). On the other, Barcelona's recognition and growth is related to its entertainment attractions, such as the Museum of F.C. Barcelona, spectacles and events. The notoriety of such tourism attractions is an important reason why tourists know the city and decide to visit it. Cultural activities and entertainment, combined with a strategic geographical situation and a privileged climate, can motivate tourists with positive attitude to visit the city.

Due to the growing popularity of Barcelona, we want to know that visit the city still have a more positive attitude towards cultural attractions than towards attractions related to entertainment. For that reason the first hypothesis aims to validate if Barcelona's tourists have a more positive attitude towards cultural activities than towards entertainment.

**H1.** Barcelona's tourists have a more positive attitude towards culture than towards entertainment

Due to this international recognition, the city has certain notorious places that most visitors desire to see and visit. Notwithstanding, the city's tradition, its Mediterranean culture and diversity are elements that make the destination unique and attractive for those tourists that have a positive attitude towards authenticity. For that reason it makes sense to think that the majority of tourists' have a more positive attitude towards authenticity than towards notoriety, understanding notoriety as Aaker brand awareness or popularity (Aaker, 1996) The objective of this hypothesis, complementing the previous, is to assess that Barcelona is more favorable to the authenticity of the popularity of the city

**H2.** Barcelona's tourists have a more positive attitude towards attractions with Authenticity rather than attractions with notoriety or popularity

During the last two years the average price per night of hotels in Barcelona has increased in 4,5%. As lodging usually represents one of the highest costs of the total travelling budget,

tourists that visit the destination might consider the city as an expensive destination. The last hypothesis aims to validate if visitors perceive Barcelona as an expensive destination.

**H3.** Its visitors perceive Barcelona as an expensive destination

### **3.3. Research Design**

Values have long been considered relevant antecedents of attitude and behavior. The main reason of such direct relation is that individuals are considered to act in consistency with their values (Glew, 2009; Rokeach, 1973; Williams, 1979). Consequently, it was considered appropriate to develop an attitudes' segmentation model using a consolidated model based on values. The chosen model was Schwartz' a model of values structure, and a segmentation model based on tourists' attitude was developed through its adaptation from values to attitudes.

Schwartz model based on values and attitudinal variables is defined by four factors: conservation, self-enhancement, openness to change and self-transcendence. From those factors 9 clusters were identified: conformity + tradition, security, power, achievement, hedonism, stimulation, self-direction, universalism and benevolence. And from nine cluster (and the consequent variables values) identified by Schwartz, we have added a number of variables of attitudes that have developed from two focus groups with experts and practitioners. Attitudinal variables are: authenticity, traditional activities, scheduled, offline experience, culture; soft experience, day experience; notoriety, shared experiences, shared with people from the city; entertainment, hard experience, night experience; online experience, innovation activities, active experience, activity; unplanned, night experience; individual experience, not shared with local people, relax; individual experience, not shared with local people, passive experience (Figure 2) These are the variables of attitudes that have been analyzed in the fieldwork

**Table 1**

Values and Attitudinal variables

Factor	Cluster	Variables: Values		Variables: Attitude
Conservation	Conformity + Tradition	Devout Moderate Detachment Self-discipline Honoring of elders	Accepting my portion of life Respect for tradition Politeness Humble Obedient	Authenticity Traditional activities Scheduled Offline experience Culture
	Security	Clean Healthy Family security Sense of belonging	National security Reciprocation of favors Social order	Soft experience Day experience
Self-Enhancement	Power	Wealth Authority Social power	Social recognition Preserving my public image	Notoriety Shared experiences Shared with people from the city
	Achievement	Capable Intelligent Successful	Ambitious Influential	
Openness to change	Hedonism	Enjoying life Pleasure Self-indulgent		Entertainment Hard experience Night experience
	Stimulation	Daring Variation in life Excitement in life		Online experience Innovative activities Active experience Activity
	Self-direction	Freedom Choosing own goals Independent Self-respect	Creativity Curious Privacy	Unplanned Night experience
Self-Transcendence	Universalism	Inner harmony A world of beauty A world at peace Wisdom Unity with nature	Broadminded Protecting the environment Equality Social Justice	Individual experience Not shared with local people Relax
	Benevolence	Helpful Mature love Loyal True friendship Responsible	Meaning in life A spiritual live Forgiving Honest	Individual experience Not shared with local people Passive experiences

Source: Adapted from Schwartz 2004



### 3.2. Data Collection

The present study is based on attitudinal variables data collected in the city of Barcelona through 258 interviews (Figure 3). The sample is representative of Barcelona's visitors taking into consideration the nationality and age, respondents have also been weighted according to their gender, who were they travelling with, number of visits to Barcelona and number of nights that were staying in the city. In the survey, eleven attitudes were presented with their counterpoints and the respondents were required to identify which elements of the destination were more valued for them. If respondents gave the same value to the two opposed variables it has been considered that the tourist has no preference for neither of them. Owing to the chosen format of the question, there exist 22 variables instead of the 11. The results obtained from the primary data will be analyzed through data factoring in order to identify which of the 22 variables better define the different typologies of tourists and group the ones that have strong correlation. Later, based on the obtained variables, data clustering will identify the different clusters of tourists that represent different tourist's typologies in the city of Barcelona.

**Table 2**

Socio-demographics and travel characteristics of the respondents (n= 258)

Variable	Categories	Frequency (N)	Percentage (%)
Gender	Male	132	51,2
	Female	126	48,8
Age	Less than 24 years old	52	20,2
	Between 25 and 54 years old	123	47,7
	Between 55 and 64 years old	43	16,7
	More than 65 years old	40	15,5
Nationality	Spanish	56	21,7
	French	51	19,8
	German	44	17,1
	English	54	20,9
	Italian	53	20,5
Who are they travelling with	Alone	26	10,1
	With their couple	98	38,0
	With their kids	15	5,8
	With their family	62	24,0
	With friends	44	17,1
	With friends and family	12	4,7
	Others	1	0,4
Number times that have been in Barcelona	First visit	136	52,7
	Second time	86	33,3
	Third time	14	5,4
	More than three times	22	8,5
Number of nights in the city	0, just visiting	25	9,7
	One night	17	6,6
	Two nights	49	19,0
	Three nights	68	26,4
	Four nights	41	15,9
	Five nights	19	7,4
	More than five nights	39	15,1

### 3.3. Measures

Before proceeding to the data analysis and hypothesis testing a principal component analysis (PCA) was carried on for dimension reduction and to identify which variables were the most suitable ones for cluster analysis. The data set was verified to be suitable for the factor analysis through the *Kaiser-Meyer-Olin Measure of Sampling Adequacy (KMO)* and through *Bartlett's Test of Sphericity*. The KMO is .604 and the *Bartlett's Test of Sphericity* value is significant ( $p = .000$ ), therefore the factor analysis is appropriate for this case.

The Communalities were analyzed in order to verify if all the variables were sufficiently explained with the obtained factors, and all of them presented medium-high communalities except from the variable "Shared with locals". Nevertheless, it was considered to be more appropriate to maintain the variable due to the fact that with the removal of the mentioned variable the model was not considered to be suitable through the *KMO* and the *Bartlett's Test of Sphericity*. Another reason to maintain the variable is that, despite its variance is not highly explained in the factors, the communality is higher than .3 and such value is still considered to be acceptable. Consequently, all the 11 variables analyzed and their counterpoints were considered to be relevant to describe the different types of attitudes.

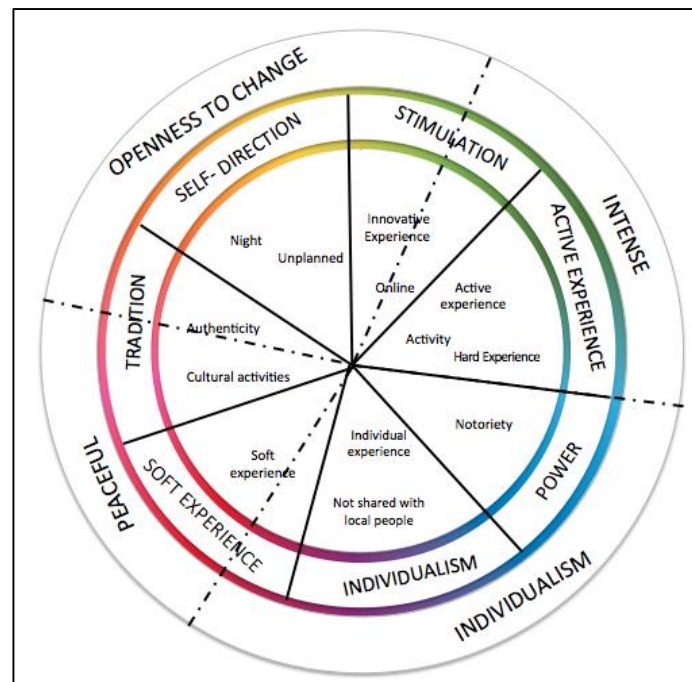
Once the suitability of the variables and the reliability of the data set were verified, the principal components analysis (PCA) was conducted. After seven iterations 4 factors were obtained. Most of the variables loaded quite strongly (above .4) on one of the four factors, which certifies that the four factors are appropriately explained through the 11 variables. It is important to mention that some variables present a negative correlation with some factors owing to the chosen format to treat the variables. Each of the eleven variables is related to an opposed attitude; for that reason the existence of a negative correlation in the rotated component matrix represents that the factor has strong correlation with the mentioned variable and a positive correlation means that the factor is strongly correlated with the opposed variable (Figure 4)

**Table 3**

Results of the factor analysis of tourists' attitudes

	<b>Factor Loading</b>	<b>% of variance</b>	<b>Cumulative Variance</b>
<b>Factor 1. Openness to change</b>		18.34%	18.34%
Traditional experience	0.767		
Online experience	-0.695		
Day experience	0.640		
Scheduled	0.402		
<b>Factor 2. Intense</b>		17.15%	35.49%
Relax	0.833		
Active experiences	-0.797		
Soft experience	0.370		
<b>Factor 3. Individualism</b>		11.24%	46.74%
Shared experiences	0.698		
Shared with people from the city	0.645		
Notoriety	-0.549		
Soft experience	-0.446		
<b>Factor 4. Peaceful</b>		10.64%	57.38%
Day experience	0.309		
Notoriety	0.448		
Soft experience	-0.388		
Entertainment	0.661		
Scheduled	0.584		

The four factors were represented and grouped based on the model and criterion used in the values structure model of Schwartz (Figure 5) The factor named “openness to change” (that include authenticity, night, unplanned, innovative experience) was considered to be not directly but indirectly opposite to the factor named “individualism” (that include individual experience, not shared with local people, notoriety). While the factor “Intense” (that include online, active experience, activity, hard experience, notoriety) experimented the same relationship with the factor “Peaceful” (that include cultural activities, soft experience). For that reason each factor is represented in the opposite side of the other factor in the proposed model of attitudinal variables.



**Figure 2**  
Attitudinal segmentation model  
Source: Adapted from Schwartz, 2004

## 4. Results

### 4.1. Cluster Analysis and Contingence Tables

Based on the obtained factors from the principal component analysis a cluster analysis was employed in order to identify the different types of Barcelona's tourists. Tourists' attitude towards different attributes of the tourism offer of the city was taken into consideration in the clusters definition. After ten iterations the following characterization of the sample was obtained represented in 5 differentiated groups (Figure 6).

**Table 4**

Clusters

Final Cluster Centers

	Cluster				
	1	2	3	4	5
Openness to change	-,08834	-1,06770	-,01482	1,29390	-,59200
Intense	-1,03080	,76337	,47151	,36951	,10947
Individualism	-,07964	-1,03668	1,05064	-,54363	,01756
Peaceful	-,42613	-,84865	-,21015	-,02941	1,44189

The five clusters are not equally representative of Barcelona's tourists as it can be observed in the table of cluster sizes (Figure 7). The first cluster represents a higher proportion of tourists (28,7%), the third cluster represents 22,7% of tourists, the fourth cluster represents 19,4%, the fifth cluster 17,8% and the smallest is the second one, describing 11,3% of the tourists of the city.

**Table 5**

Clusters Sizes

**Number of Cases in each Cluster**

	1	71,000
	2	28,000
Cluster	3	56,000
	4	48,000
	5	44,000
Valid		247,000
Missing		11,000

In order to better understand the demographic and travel characteristics of each cluster contingency tables were elaborated. The five clusters were analyzed taking into consideration the results obtained from the cluster analysis and the results from contingency tables.

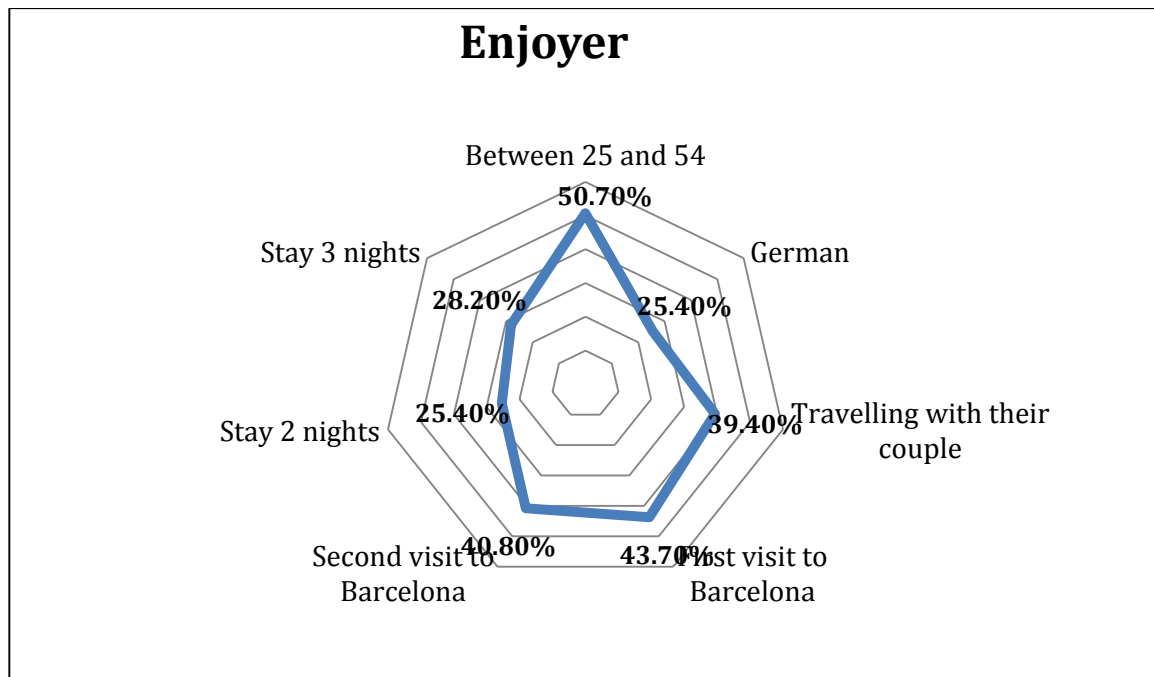
### 4.3. Tourists' Typologies

Based on the analysis of the results obtained from cluster analysis and contingency tables, five heterogeneous groups of tourists were identified in the city of Barcelona. A detailed definition and description of the five segments is presented in order to better comprehend the notorious differences that exist between the 5 types of tourists.

#### Cluster 1: "Enjoyer"

The first cluster is the largest group of the sample, representing 28,75% of all tourists. The tourists that are defined by this group are mainly characterized for having a very strong positive attitude towards activities and experiences related to relax in the city of Barcelona.

Regarding the demographic, it is important to mention that half of the group is between 25 and 54 years old and the 25,4% are Germans. If we take into consideration the characteristics of their visit to Barcelona, a high percentage has travelled with their couple (39,4%), the majority are visiting the city for the first time (43,7%) or for the second time (40,80%) and stay two nights (25,4%) or three (28,2%) (Figure 8).



**Figure 3**  
Relevant characteristics of “Enjoyer” tourists

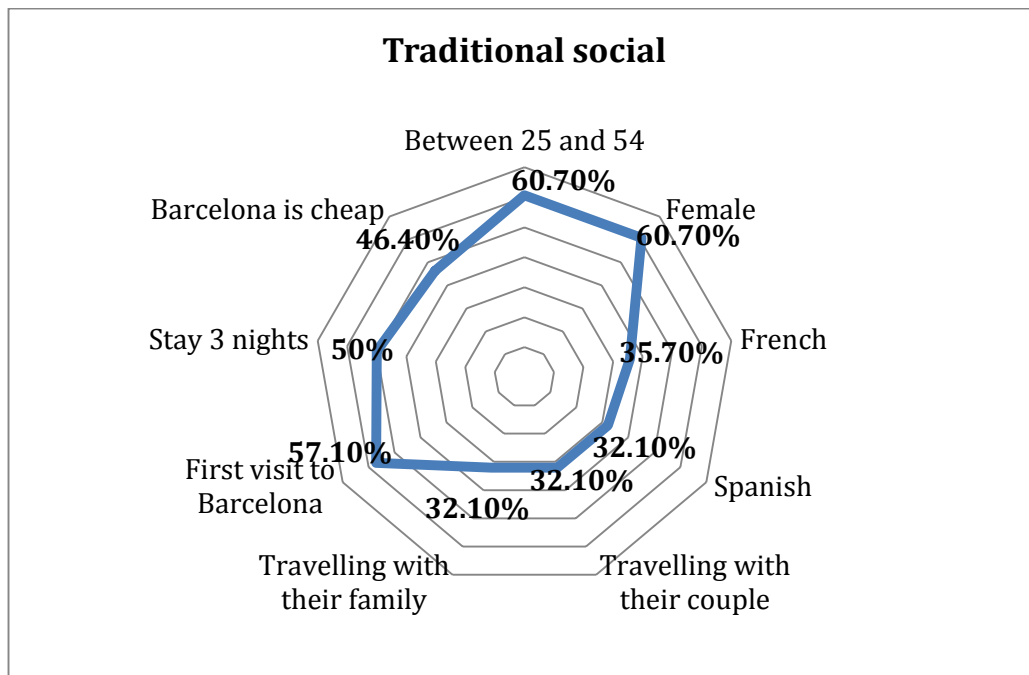
Enjoyer tourists represent one of the groups that spend more on shopping in Barcelona (15% of their budget, a total of 92,96€ during their visit). If we don't take into consideration the expenditure on accommodation and restaurants, their second major expenditure is destined for museums and monuments visits (55,54€ representing the 9% of their budget).

#### Cluster 2: “Traditional social”

The second cluster that has been identified presents a negative attitude towards openness to change, which means that they are not attracted by experiences and activities that are innovative, unplanned, online and during the night. They have the same negative attitude regarding Individual and soft experiences and, in a lower intensity, towards authentic and cultural experiences and activities. For that reason it can be deduced that they have a more positive attitude towards traditional activities and experiences that are shared with other people. On the other side, they have significant positive attitude towards active and hard experiences. This group configures the smallest one of Barcelona, accounting for 11% of the tourists.

Traditional social tourists are mostly between 25 and 55 years old (60,7%) and female are also predominant in this group (60,7%). It is important to mention that, despite there are some tourists between 55 and 64 included in this group (28,6%) and older than 65 (10,7%), tourists that have less than 24 years are not present in this segment. If we take into consideration their nationality, this group has strong representation of French (35,7%) and Spanish (32,1%) tourists

while English tourists have no presence in this segment. The most common way of travelling within this group is with their couple (32,1%) or with their family (32,1%), and more than half of them are travelling for the first time to Barcelona (57,1%) and are staying 3 nights in the city (50%). In this segment there is no presence of travellers that travel alone, nor of people who have visited the city more than three times. Traditional social travellers differ from other groups in the level of prices perception, 46,4% of them consider Barcelona as a cheap destination (Figure 9).



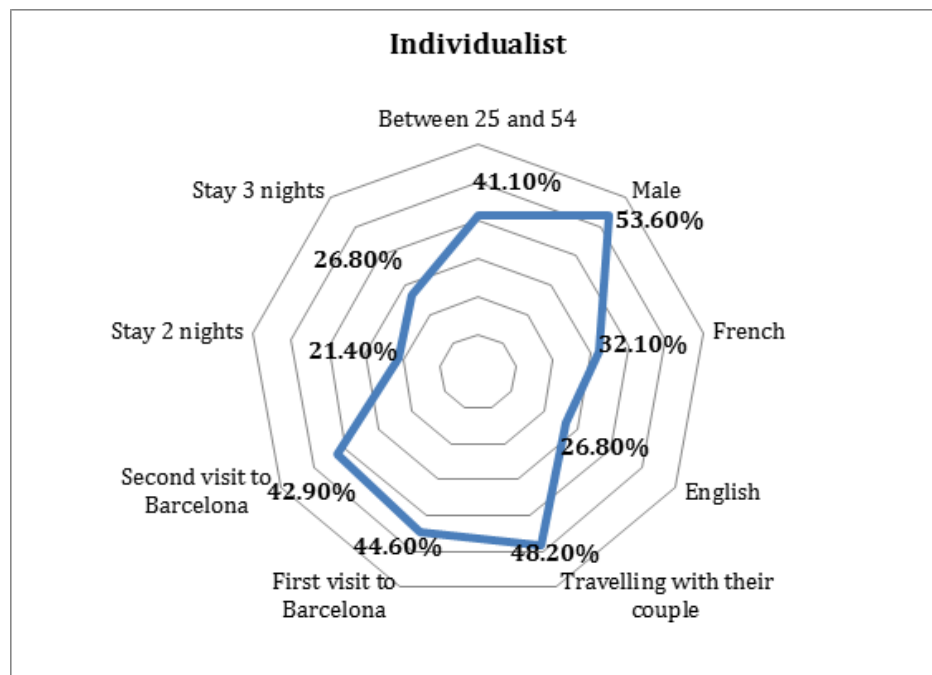
**Figure 4**  
Relevant characteristics of “Traditional social” tourists

The distribution of their total spending during their visit presents similarities with most of the cluster, nevertheless its important to mention that traditional social travellers are the ones that allocate more part of their budget in restaurants expenditures (214,64€ during their trip, representing 25% of their total budget).

### Cluster 3: “Individualist”

The third segment is the second in size (22,68%) and his attitude towards travel is strongly defined by the factor defined as “individualism”, this is the reason that explains the name that has been given to the cluster. Tourists included in this group are characterized for having a strong positive attitude towards soft and individual activities and experiences that are not shared with people from the city and for notorious attractions of the city.

Individualist travellers include people from all ranges of age, with a higher representation of tourists between 25 and 54 years old (41,1%). Despite both genders are present in this segment, males have slightly more presence than female (53,6% and 46,6% respectively); and tourists from France and England are the ones that represent more than half of this group (32,1% and 26,8%, respectively). As regards the travel characteristics, this segment is the one that has a higher volume of tourists that travel with their couples (48,32%), a significant number of them are visiting Barcelona for the first or second time (44,6% and 42,9%, respectively) and stay 2 nights (21,4%) or three (26,8%) (Figure 10).



**Figure 5**  
Relevant characteristics of “Individualist” tourists

Regarding the distribution of the total spending of this segment, the most relevant observation to highlight is that this group allocates a higher percentage of their budget to urban transport compared to the other segments (37,21€, representing 6% of their total budget) and a lower one in visits to monuments and museums (38,43€, representing 6% of their total budget).

#### Cluster 4: “Open to change”

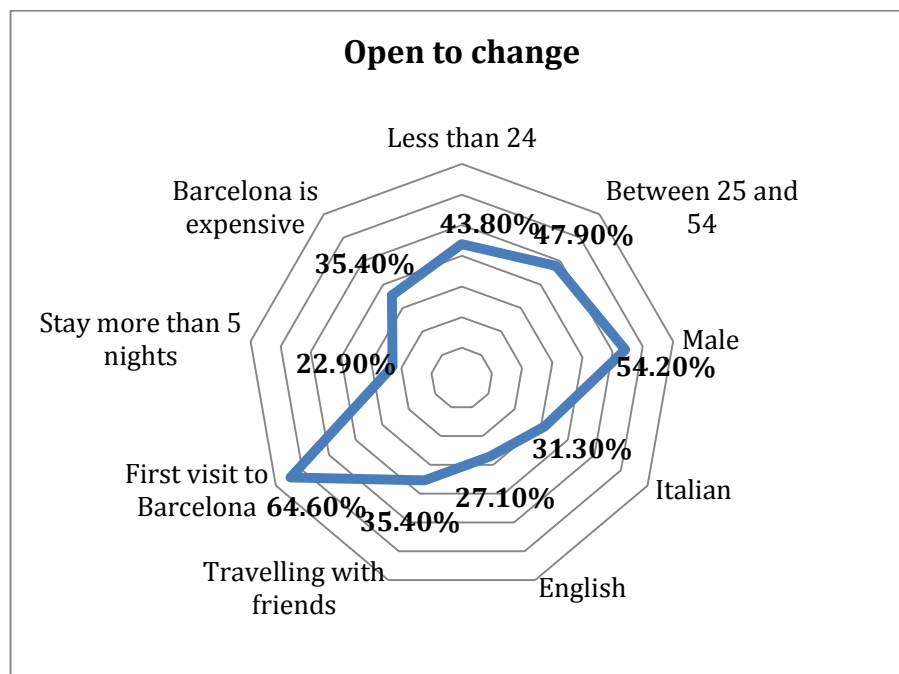
The fourth segment that has been identified is strongly explained by the factor “openness to change”, tourists included in this group have a positive attitude towards innovative, online and unplanned night activities and experiences. On the other side, this segment presents a negative attitude towards the variables included in the factor named “peaceful”, which means that they



prefer shared and active experiences to individual and soft experiences. Tourists that are open to change represent 19,43% of Barcelona's tourists, which conforms the third segment in size.

When analyzing the demographic characterization of this segment, age is one of the variables that present more differentiated results compared to the other segments; this cluster is the one that accounts for the highest number of young tourists. It is important to highlight that 91,7% of the tourists represented by this cluster are less than 54 years old; 43,8% have less than 24 and 47,9% are between 25 and 54 years old. Regarding the representation of both genders, this cluster is the one that has more percentage of males (54,2%). Nationality is another variable that has been taken into consideration in the cluster analysis, and the open to change cluster is the one that has the highest proportion of Italians (31,3%); and another nation that is highly represented in this segment is England (26,8%) (Figure 11).

Regarding the travel characteristics, this segment presents the highest percentage of tourists that travel with friends (35,4%) and visit Barcelona for the first time (64,6%). The length of the trip is also higher than in the first three clusters, due to the fact that 22,9% of tourists from this segment stay more than 5 nights in the city, 20,8% stay 3 nights and another 20,8% stay 4 nights. And, when evaluating Barcelona's level of prices, 35,4% considered that they were expensive (Figure 15).



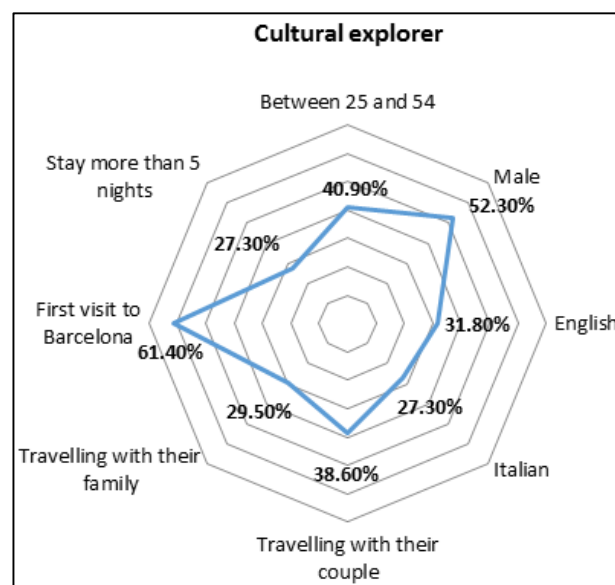
**Figure 6**  
Relevant characteristics of "Open to change" tourists

Tourists that are open to change are one of the clusters that assign a lower percentage of their total budget to restaurants (15%) and the second cluster that spends proportionally more in accommodation (45% of total budget, 359€ during the trip). It is important to mention that this cluster is assigning a higher proportion than the other four clusters to entertainment (2%), drinks (5%) and nightlife (5%).

#### Cluster 5 “Cultural explorer”

The last cluster represents 17,81% of Barcelona’s tourists and is highly explained by the factor named “peaceful”, which means that tourists included in this segment have a strong positive attitude towards authenticity, soft experiences and cultural activities and experiences. They also present a medium-low negative attitude towards the factor that represents the openness to change despite having a positive attitude towards nightlife and unplanned activities, meaning that they do not like innovative and online experiences and activities.

The cultural explorer profile comprises tourists of all ranges of age and genders; nevertheless the group between 25 and 54 and males are the ones with highest representation (40,9% and 52,3%, respectively). Regarding nationality, there is a high percentage of English tourists (31,8%) and Italians (27,3%). A relevant travel characteristic of this segment is that 61,4% of tourists have visited Barcelona for the first time and 27,3% stayed more than 5 nights, which converts this cluster the second with the highest number of first-visitors and the one with the highest number of tourists staying more than 5 nights. Most cultural explorers travel with their couples (38,6%) or with their family (29,5%) (Figure 12).

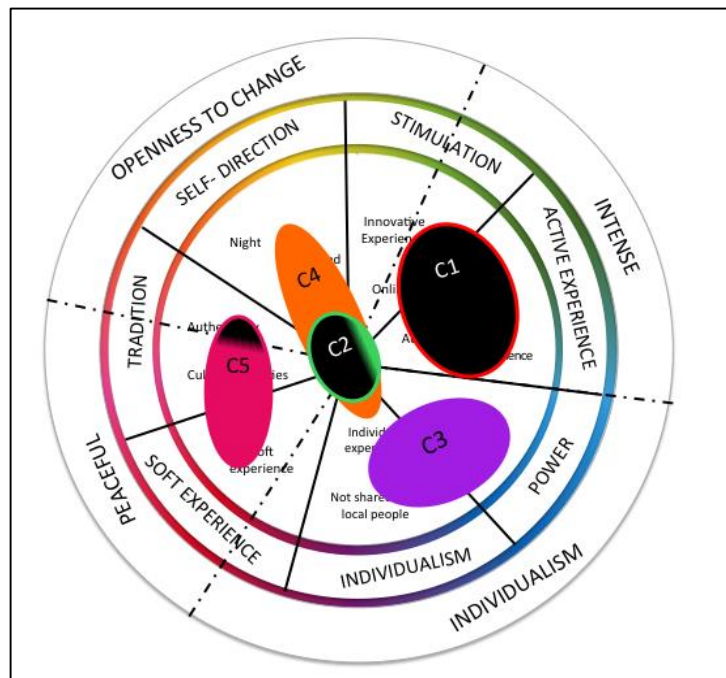


**Figure 7**  
Relevant characteristics of “Cultural explorer” tourists

#### 4.4. Map of Tourists' Typologies

In order to facilitate a holistic view of the different typologies of tourists that have been identified in the city of Barcelona, it was considered appropriate to elaborate a map that represents the five clusters based on the four factors that were previously obtained through the principal components analysis (Figure 13). The design of the map maintains the structure and criterion used by Schwartz in the model of personal values structure.

In the following map the tourists' profiles that presented positive correlation with the factors will be presented in a distinctive color, while a negative correlation will be represented in black. The main reason why this criterion was chosen is to assure that relevant information is not dismissed in the representation, because it was considered equally important to represent both positive and negative attitude towards the different attributes of the destination.



**Figure 8**  
Relevant characteristics of "Cultural explorer" tourists

#### 4.5. Hypothesis Testing

The first hypothesis aimed to validate if Barcelona's tourists have a more positive attitude towards cultural activities than towards entertainment. The hypothesis has been rejected with a p-value of 99,97% and an assumption of 78. Due to the fact that the obtained p-value is greater than 0.5% the hypothesis has to be rejected (Figure 14).

**Table 6**

One Sample z-proportion test, Hypothesis 1

<b>p</b> = "% of tourists that have a more positive attitude towards cultural activities than towards entertainment"	
<b>H<sub>0</sub>:</b> $p \leq 0.5$	
<b>H<sub>1</sub>:</b> $p > 0.5$	
<b>z-statistics</b> = -3.522819	<b>P value</b> = 0.9997865
<b>Assumptions</b> = 78	

Due to the rejection of the first hypothesis it was considered necessary to redefine the first hypothesis in order to identify if it could be affirmed that Barcelona's tourists have a more positive attitude towards entertainment than towards cultural activities. As a result of the implementation of the One-Sample z-proportion test the hypothesis has been validated with a p-value of 0.02% and an assumption of 78 (Figure 15). Due to the fact that the obtained p-value is lower than 0.5% and that the assumption is greater than 10, it can be affirmed that Barcelona's tourists have a more positive attitude towards entertainment than towards cultural activities.

**Table 7**

One Sample z-proportion test, Hypothesis 1'

<b>p</b> = "% of tourists that have a more positive attitude towards entertainment than towards cultural activities"	
<b>H<sub>0</sub>:</b> $p \leq 0.5$	
<b>H<sub>1</sub>:</b> $p > 0.5$	
<b>z-statistics</b> = 3,5228	<b>P value</b> = 0,000213
<b>Assumptions</b> = 78	

The second hypothesis aimed to validate if Barcelona's tourists have a more positive attitude towards attractions with authenticity than towards attractions with notoriety or popularity. The hypothesis has been validated with a p-value of 0.02% and an assumption of 74.5 (Figure 16). Due to the fact that the obtained p-value is lower than 0.5% and that the assumption is greater than 10, it can be affirmed that Barcelona's tourists have a more positive attitude towards attractions with authenticity than towards attractions with notoriety.

**Table 8**

One Sample z-proportion test, Hypothesis 2

<b>p</b> = “% of tourists that have a more positive attitude towards attractions with authenticity than towards attractions with notoriety”	
<b>H<sub>0</sub></b> : $p \leq 0.5$	
<b>H<sub>1</sub></b> : $p > 0.5$	
<b>z-statistics</b> = 0,3557	<b>P value</b> = 0,000213
	<b>Assumptions</b> = 74,5

The third hypothesis aimed to validate if Barcelona’s visitors perceive the city as an expensive destination. The results obtained from the *one sample z proportion test* reject the hypothesis. A high p-value of 36,07% determine that the risk of error of accepting this hypothesis is very high (Figure 17)

**Table 9**

One Sample z-proportion test, Hypothesis 3

<b>p</b> = “% of Barcelona’s visitors that perceive the city as an expensive destination”	
<b>H<sub>0</sub></b> : $p \leq 0.5$	
<b>H<sub>1</sub></b> : $p > 0.5$	
<b>z-statistics</b> = 0,3563	<b>P value</b> = 0,360789
	<b>Assumptions</b> = 63

## 5. Discussion and Conclusion

### 5.1. Discussion

The obtained results will be discussed from two perspectives: the first one, taking into consideration the results from the cluster analysis; the second one focused on the validation or rejection of the working hypotheses.

1) From the analysis of the five obtained cluster it can be noticed that four of them have a positive attitude towards entertainment (Enjoyer, Traditional Social, Individualists and Open to change). Only one cluster clearly prefers cultural attractions (cultural explorer). It is important to highlight that to Cultural explorer’s attitudes (authenticity, cultural activities, soft experience) could be added attitudes from other clusters, for instance “innovative experience”, “active experience”, “individual experience”. For that reason some individuals from other clusters could have several attitudes that could be considered very similar to Cultural Explorer’s attitudes. But the most important finding that needs to be highlight is that the majority of tourists that visit Barcelona prefer entertainment, an attitude associated to the following factors: factor 1, Openness to change; factor 2, Intense; factor 3, Individualism. The Cluster of “Cultural

explorers” is the only one that presents differentiated results on this field, preferring cultural activities and being represented by factor 4 (Peaceful).

Each of the four clusters that prefer entertainment to culture approach it in the following differentiated manner:

- Cluster 1, “Enjoyer” is the most important one from a quantitative perspective, representing 28,75% of visitors. This clusters has positive attitudes towards innovative experiences, online, active experiences, activity and hard experiences.
- Cluster 2, “Traditional social” is the smallest group in size, 11,3% of visitors. They like to enjoy activities of low intensity, prefer routine to improvisation in their trips choosing planned activities and standardized guides. The second cluster is placed in the centre of the graphic; despite being represented in the same place as cluster 4 in the graphic they represent completely the opposite to the cluster called “Open to change”. In other words, the “Traditional social” cluster is not interested in activities, experiences and innovation.
- Cluster 3, “Individualists” is the second largest group, 22.68%. They prefer to design their own plan, which is characterized for being low in intensity and activity and with low experiential component.
- Cluster 4, “Open to change” represents 19.4% of Barcelona’s visitors and its activities are concentrated during night and are unplanned. They are open to all kind of shared activities and experiences that are not planned and take place both online and offline.

Cluster 5, “Cultural explorer” is the only one that is mainly focused on a positive attitudes towards culture, authenticity, experience and not planned activities. This group is also interested in active and innovative activities, both shared and individual, and night activities.

2) From the hypothesis testing, it can be affirmed that the chosen sample has a more positive attitude towards entertainment and authenticity and do not consider Barcelona as an expensive destination.

Due to the rejection of the first hypothesis, with a p-value of 99,97% and an assumption of 78, it is clear that tourists contemplate Barcelona as a place of entertainment. This fact has two possible explanations. The first one could be that the city has developed its positioning based on entertainment. Such process has not been motivated by an exhaustive revision of the current and previous touristic strategy; Barcelona has always based its strategy on its main cultural attractions. The second explanation could be that tourists’ pursuit of entertainment in their visits

in urban destinations might be increasing; especially in trips of less than six days of duration, the ones that have been considered in this study. They are developing a vision of the nearest tourist destinations entertainment that cultural roots. In this phase of strong attraction Barcelona, the offer has may have less interest to tourists what they are configured

The hypothesis 2 has been validated with an authenticity p-value of 0.02% and an assumption of 74.5. Tourists affirm that come to the city of Barcelona attracted by its authenticity rather than by its popularity. The attitude of Barcelona's tourists towards authenticity, its tradition, culture and diversity has also been proved to be more positive that their attitude towards popular and notorious attractions. This result confirm that tourists are not only interested in visiting the most notorious symbols and places of the city, their desires for the authenticity of the destination is even greater. It is important to highlight that in the digital era tourists apart from pursuing authenticity, as it has been proved in this study, they share their vision through social media during and before the trip. As a consequence, they actively cooperate in destinations' notoriety.

It could be affirmed that the results obtained from the first and second hypotheses are conflicting. From one side, tourists opt for entertainment versus culture, but prefer authenticity to notoriety. That means that they manifest positive attitudes towards authenticity and entertainment at the same time and reject culture and notoriety. Such contradiction is explained by the fast growth of certain destinations; they face difficulties to consolidate clear attitudes towards their urban touristic offers. Future measurements will confirm such trend.

Finally, the results obtained from the study reject that Barcelona tourists' consider the city as an expensive destination because a high p-value of 36,07%. Nevertheless, despite the rejection of the third hypothesis, the results obtained in the cluster analysis confirm that tourists from certain nationalities consider the city as expensive. For instance, Spanish and Germans are the ones that rate the city as an expensive destination (50% and 32%, respectively). Tourists from the nationalities that have been taken into consideration (French, Italians and British) show the opposite attitude (4%, 17% and 11% of the sample consider the city as expensive, respectively).

The increase of hotels' prices during last years does not represent a sufficient reference for tourists to make them consider the city as an expensive destination. Such increase in prices has not affected the overall lodging offer of the city nor the rest of services: (restaurants and grocery, transport, shopping, tickets of events and shows, etc.). During last years an increasing extraordinary offer of touristic apartments has appeared in the city doubling the overall lodging offer of the city.

## **5.2. Main Contributions of This Paper**

The assessment of the values-attitudes-behavior chain has been used to better understand the different types of tourists that visit touristic destinations. The different travel attitudes that tourists have in the destination were identified based on Schwartz's model of personal values structure. As a consequence of the adaptation of Schwartz's model to tourists' attitudes the following typologies of attitudes were identified: Openness to change, Individualism, Intense and Peaceful. The obtained attitudinal segmentation model expands the existing models based on values and behavior and, moreover, contributes to consolidate the values-attitude-behavior chain as a segmentation model.

On the other side, the identification of the five typologies of tourists that visit the city of Barcelona provides practitioners in the sector with a deeper understanding of the travel attitudes and characteristics of their potential customers. Consequently, they dispose of a managerial tool to define more accurate strategies, optimize their resources distribution and better design their marketing mix

## **5.3. Conclusion**

The heterogeneity of tourists that visit Barcelona clearly present positive travel attitudes towards entertainment and authenticity.

On one side, entertainment prevails over culture while the first hypothesis intended to validate the opposite. This is a sign that in urban tourism visitors are more represented by attitudes that are included in the factors defined as "openness to change", "intense" and "individualist" than by the factor named "peaceful", which is defined by soft activities, authenticity and cultural activities. On the other side, hypothesis being validated, authenticity prevails to notoriety.

In the obtained results a certain contrariety is presented: tourists that visit Barcelona have more positive attitude towards entertainment and authenticity. Such fact could be explained by the fast growth of the tourism industry experimented during last years in the city, which it is still in a phase of tourists' attitudes consolidation. Despite the fact that notoriety has been set aside, in the digital era tourists are the main promoters with their contributions through social media. It can be affirmed that tourists' pursuit authenticity but the increase of notoriety is directly implied on it.

It is also needed to establish that, since the third hypothesis has been rejected, price will not be a negative element for the urban tourism development.



## 6. Limitations and Future Research

First limitation of this paper is that the present research provides a holistic perspective of the different typologies of tourists that visit the city of Barcelona, contributing to the comprehension of their different travel attitudes. In order to better understand tourists' typologies and to predict their future behavior it is recommended to complete the values-attitudes-behavior chain as characterization model. In other words, to complement Schwartz's model based on values and attitudes with a model focused on tourists' behavior.

Second limitation of the study remains in the formulation of the questionnaire. Once data collection was already done a deeper analysis on the values-attitudes-behavior chain was developed, and as a result of the research some limitations of the questionnaire were identified. The inclusion of a complementary question related to tourists' current behavior on the destination would have offered the possibility to establish a direct relationship between tourists' travel attitudes and current behavior in the destination.

And third one, the replication of the same analysis in other touristic destinations would provide a deeper understanding of the particularities and similarities between the travel attitudes of the visitors in each destination. For that reason it is recommended to implement the same model in other touristic cities and compare the obtained results - the same is it is a city in strong growth or not-.

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